**TERMS OF REFERENCE**

**Title of consultant:** Copywriter for PSFR section

**Duty station**: Beijing

**Duration**: 230 working days over 11.5 months from 15 March 2020 to 28 February 2021

**Supervisor:** Senior Marketing Officer

**1. Background**

Content plays a pivotal role in enabling digital and direct mail marketing campaigns to engage with individual supporters and donors. To enable individual fundraising team’s annual growth targets especially through more diverse channels, there is a business request to increase the capacity of inhouse content production.

Under the supervision of a senior marketing officer, the consultant will be responsible to generate original marketing content and/or adapt existing materials specifically for mobile and PC users.

#### 2. Introduction

PSFR needs a consultant to develop marketing content relating to the acquisition and retention of supporters and partners. This is a consultancy assignment for 11.5 months from 15 March 2020 to 28 February 2021.

**3. Objective (s)**

Under the general supervision of the senior marketing officer, the individual contractor will be responsible to generate marketing content suitable for distribution through digital and non-digital channels.

**4. Methodology & Expected Output**

Work in UNICEF’s office in Beijing on working days to deliver quality marketing content as per project timelines and quality requirements. Details are given under the next paragraph “major task/deliverables and timeframe”.

##### 5. Major Tasks, Deliverables & Timeframe

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Task** | **Deliverable** | **Payment (% of fee)** |
|  | Conduct desk research, copy-edit and translate UNICEF’s global emergency assets, such as human-interest stories, videos, photos and other content from English to Chinese, to support the conversion and retention of individual supporters  | * Draft content for the global emergency program digital retention journey, est. 12 e-DMs and minor adaptation of those e-DMs based upon audience segmentation
* Produce emergency appeal content, est. 1 e-appeal landing page and 2 e-DMs
* Provide content for conversion, upgrade, saving and reactivation campaigns, especially in collaboration with telemarketing team, est. 12 e-DMs and FAQs
* Generate copies for proactive saving and upgrade campaigns, est. 3 e-DMs
 | 45% |
|  | Provide original copywriting in Chinese language for digital campaigns to engage with new friends in support of UNICEF’s work in China and beyond | * Draft dynamic display banner copies (est. 24 sets with selected pictures) based upon inhouse digital team’s requests.
* Draft copies for video ad banners (est. 3 with scripts), existing landing page and H5 optimization as needed
 | 15% |
|  | Leverage existing program knowledge and publications, and adapt them into engaging, attractive and useful content product tailed to target audience for friend-raising and conversion | * Adapt UNICEF’s global emergency related content for friend acquisition campaigns and conversion journey based upon digital team’s requests, est. 24 quiz questions and answers, 10 eDMs, 2 telemarketing script and FAQs.
 | 30% |
|  | Inspired Gifts E-Commerce content | * Draft or update inspired gifts retention and promotional e-DMs, est. 10xeDMs.
* Routine product pricing and description updates
* Manage and update photo and video archives
 | 5% |
|  | General administration | * Support the supervisor with administrative and contracts.
 | 5% |

Monthly payment based on weekly work done list signed by contractor and supervisor.

Complete submission of deliverables as per expected standard and quality as assessed by the supervisor is a prerequisite for payment of fee. UNICEF reserves the right to adjust or withhold payments for late deliverables or for deliverables not meeting expected quality.

**6. Timeframe**

230 working days over 11.5 months from 15 March 2020 to 28 February 2021
(est. 20 working days per month)

**7. Consultancy Requirements**

Qualifications:

* Advanced university degree in Journalism, Marketing, Advertising or other relevant discipline. In exceptional cases, a bachelor’s degree in combination with additional relevant professional work experience may be accepted in lieu of a master’s degree
* At least two years of professional work experience in copywriting, reporting, digital communication, or web-based content creation
* Experience from a 4A creative agency and/or managing a Wechat public account is preferred.
* Previous working experience in a non-profit organization is an asset.
* Fluency in Chinese and English.

**8. Supervision**

Technical support, timely reviews, and monthly Work Progress Report submission